

DESN 2001 AUSTRALIAN DESIGN

Credit Points 10

Legacy Code 101923

Coordinator Karen De Perthuis ([https://directory.westernsydney.edu.au/search/name/Karen De Perthuis/](https://directory.westernsydney.edu.au/search/name/Karen%20De%20Perthuis/))

Description This unit continues the focus on academic and visual literacies for visual communication designers initiated in level one units. Students will investigate the Australian visual communication design profession, largely through the documentation of selected output and established methods across industry sectors producing graphic, photographic, illustrative, typographic, broadcast, interactive and online design. Lectures and selected case studies will outline professional scenarios and support the student in learning about the design industry's organisation and methods. Assessment tasks are designed to develop research and writing skills through the evaluation of professional resources and publications.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Investigate the Australian visual communication design profession and methods of practice.
2. Review professional and academic publications and resources about Australian design.
3. Evaluate examples of professional profiles and case studies.
4. Identify established approaches to design thinking and methods in industry practice.
5. Develop investigative questions about professional practice and methods in response to existing documentation.

Subject Content

- industry sectors, professional resources, trade publications, associations, industry body websites, selected professional profiles and case studies
- Established design approaches and methods of Visual production and analysis in design.
- instruction on evaluation and writing for assessment tasks

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Portfolio	750 words + images	30	N	Individual

Report	1250 + images	40	N	Individual
Design Project	Not applicable	30	N	Individual

Prescribed Texts

- NULL

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

Subject Contact Karen De Perthuis ([https://directory.westernsydney.edu.au/search/name/Karen De Perthuis/](https://directory.westernsydney.edu.au/search/name/Karen%20De%20Perthuis/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN2001_22-SPR_PS_D#subjects)